Please do not allow cell phones on commercial flights. People using them (and yes I have one) talk loudly and carry on conversations that other people, particuarly if you sitting right next to someone, do not want nor need to hear. Some people like to read and relax and some people like to quietly work but a self-contained area like a plane does not allow you to move away if you are disturbed by the conversation or noise. I do not believe there is anything important enough that has to be said over the phone that cannot wait until the plane has landed.